

REMARKS

This Amendment, submitted in response to the Office Action dated November 8, 2004, is believed to be fully responsive to each point of rejection raised therein. Accordingly, favorable reconsideration on the merits is respectfully requested.

Claims 1-4, 11-12, 14 and 16 have been rejected under 35 U.S.C. § 102 as being anticipated by Gacek (U.S.P. 6,795,205). Claims 5-6, 8-10 and 13 have been rejected under 35 U.S.C. § 103 as being unpatentable over Yeung (U.S.P. 6,690,481) in view of Gacek. Applicant hereinabove amends claims 1 and 16 to describe features of the invention more particularly. Applicant further submits the following arguments in traversal of the prior art rejections.

As amended, the independent claims include a statistics database and number of purchases of advertised objects. The feature is described by Fig. 4 and its supporting text in an exemplary embodiment of the invention. Gacek does not disclose these features, such as the database and an estimate of an effect of any advertising. Rather, in Gacek, the purpose is not to advertise extensively but to prevent a printer from push-printing from an advertiser's control. The teachings of Gacek differ fundamentally from an aspect of the present invention. Therefore, independent claims 1 and 16 are patentable over Gacek.

With regard to the rejections over the combination of Yeung and Gacek, Yeung does not obviate the deficiencies of Gacek.

Applicant adds claims 17-18 to describe features of the invention more particularly.

In view of the above, Applicant submits that claims 1-18 are in condition for allowance. Therefore, it is respectfully requested that the subject application be passed to issue at the earliest

AMENDMENT UNDER 37 C.F.R. § 1.111
U.S. Appln. No.: 09/833,737

possible time. The Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

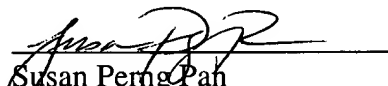
Respectfully submitted,

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